

Message Text

UNCLASSIFIED

PAGE 01 USBERL 02347 091111Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----027799 091345Z /47

R 091020Z SEP 77
FM USMISSION USBERLIN
TO SECSTATE WASHDC 5243
INFO USDOC WASHDC
AMEMBASSY BONN
AMCONSUL STUTTGART

UNCLAS USBERLIN 2347

STATE FOR EUR/CE AND EB/OCA; USDOC FOR OIM/GARNITZ & OIM/WE-WHITELEY

E O 11652: NA
TAGS: BEXP GW WB
SUBJ: BUSINESS INFORMATION OFFICE, WEST BERLIN'S RADIO AND TELE-
VISION EXHIBITION SHOW, AUG 26-SEPT 4, 1977: PRELIMINARY ASSESSMENT

REFS: A) FY-78 CCP B) STUTTGART LTR DTD AUG 10, 1977

1. SUMMARY: U.S. MISSION'S BUSINESS INFORMATION OFFICE (BIO) AT WEST BERLIN'S FUNKAUSSTELLUNG (RADION & TV EXHIBITION) WAS MILD SUCCESS. MISSION AND COLOGNE IMC VISITORS UTILIZED BIO AS TOEHOLD FOR ASSESSING PROSPECTS FUTURE USDOC PARTICIPATION AT FUNKAUSSTELLUNG. SHOW INTERESTING FOR CERTAIN SPECIALIZED TYPES AMERICAN EXHIBITORS, BUT PROBABLY UNSUITED TO PARTICIPATION BUILT AROUND NATIONAL PAVILION. PRELIMINARY VIEW IS THAT WHIL FUNKAUSSTELLUNG MIGHT BE USEFUL FOR PROMOTING AMERICAN-MADE CB RADIO EQUIPMENT IN GERMAN, SCANDINAVIAN AND EEC MARKETS, BERLIN SHOW MERITS CAREFUL COMPARISON WITH COMPETITORS IN GERMANY. END SUMMARY.

2. USMISSION BERLIN MOUNTED MODEST BIO AT RADION AND TELEVISION EXHIBITION, FUNKAUSSTELLUNG, WEST BERLIN, AUG 26-SEPT 4. IN ADDITION TO TRADITIONAL FUNCTIONS OF ASSISTING AMERICAN EXHIBITORS, TRADE CONTACTS AND TO COLLECTION, LITERATURE ON INTERLCOM WAS UNCLASSIFIED

UNCLASSIFIED

PAGE 02 USBERL 02347 091111Z

DISTRIBUTED AND OPPORTUNITY UTILIZED TO STUDY SHOW FOR POSSIBLE FUTURE USDOC PARTICIPATION.

3. EXHIBITORS - TOTAL OF 468 FIRMS EXHIBITED PRODUCTS FROM 27 COUNTRIES IN 24 HALLS COVERING 90,000 SQUARE METERS, ANOTHER 40,000 SQUARE METERS OF GARDEN AND LAWNSPACE WAS UTILIZED FOR DEMONSTRATION PURPOSES. LARGEST EXHIBITOR GROUP WAS FROM FRG, FOLLOWED BY

JAPAN, UK AND UNITED STATES. ALL SCANDINAVIAN AND COMMON MARKET COUNTRIES EXCEPT IRELAND REPRESENTED. PRODUCTS OF THREE EAST EUROPEAN COUNTRIES WERE ALSO SHOWN; FROM USSR, POLAND AND HUNGARY.

4. AMERICAN EXHIBITORS - PRODUCTS OF 23 AMERICAN HIFI, TAPE AND CASSETTE RECORDER AND RELATED PRODUCTS MANUFACTURERS WERE SHOWN, CHIEFLY BY THEIR EUROPEAN SUBSIDIARIES AND DISTRIBUTORS. FISHER, KENWOOD, 3-M, AMPEX, ELECTRO-VOICE, KOSS, MALLORY AND TELEDYNE PRODUCTS WERE EXHIBITED. THERE WERE FEW DIRECT AMERICAN PARTICIPANTS. LARGEST AMERICAN EXHIBITORS WERE ITT THROUGH ITS BERLIN SUBSIDIARY, STANDARD ELEKTRIK LORENZ, AND HARMON-KARDON, WHICH PRESENTED SEVERAL EXHIBITS IN VARIOUS HALLS.

5. VISITORS - TOTAL OF 626,012 VISITORS RECORDED DURING SHOW'S TEN DAYS. AS DEPT AWARE, FUNKAUSSTELLUNG IS OPEN TO GENERAL PUBLIC FOR ENTIRE PERIOD OF SHOW. TRADE VISITORS NUMBERED AN ESTIMATED 40,000. APPROX. 17 PCT CAME FROM BERLIN, 73 PCT FROM FRG AND 10 PCT FROM ABROAD; CHIEFLY FROM ASIA. THIRTY PCT OF TRADE VISITORS REPORTEDLY USED FUNKAUSSTELLUNG TO CONCLUDE SALES DEALS AND CONTRACTS. OTHERS CAME TO MAKE CONTACTS AND GATHER INFORMATION OF STATE OF ART. MISSION WILL COMMENT ON TYPES OF TRADE VISITORS IN AIRGRAM.

6. CONSUMERS - RECORD NUMBER OF CONSUMERS - 586,012 - VISITED FAIR. THIS IS HIGHEST NUMBER OF VISITORS TO ANY WEST BERLIN FAIR IN FY-77, SURPASSING RECORDBREAKING GREEN WEEK CROWDS. CONSUMERS ATTEND FOR INFORMATION ON LATEST TECHNOLOGY AND TO PARTICIPATE IN EXTENSIVE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 USBERL 02347 091111Z

CONSUMER EDUCATION PROGRAM HELD CONCOMITANTLY WITH FAIR.

7. DATES OF NEXT FAIR - NEXT INTERNATIONALE FUNKAUSSTELLUNG WILL TAKE PLACE WEST BERLIN AUG 24-SEPT 2, 1979. FAIR ORGANIZER, THE GESELLSCHAFT ZUR FOERDERUNG DER UNTERHALTUNGSELEKTRONIK (GFU) MBH, STRESEMANNALLE 19, 6 FRANKFURT 70, REPORTS THESE DATES FIRMED FAR AHEAD. CONTRACTS ALREADY SET WITH MANY EXHIBITORS PLANNING TO RETURN. MISSION TENTATIVELY RESERVED 40 SQUARE METERS SPACE FOR POSSIBLE BIO AT 1979 EVENT.

8. MISSION'S BIO MILD SUCCESS - AMERICAN EXHIBITORS ASSISTED AND VIEWS SOLICITED. MORE THAN 50 ADDITIONAL TRADE CONTRACTS MADE; WITH APPROPRIATE FOLLOW-UP ROUGHTLY 30 TO'S COULD RESULT. BIO USED TO DISSEMINATE INFORMATION ON FOREIGN BUYER PROGRAMS, ESPECIALLY INTELCOM, IMC PARTICIPATIONS AT GERMAN FAIRS AND TRAVEL USA.

9. COMMENTS - WEST BERLIN'S FUNKAUSSTELLUNG IS TOP HIFI AND TV SHOW WITH GROWING INTERNATIONAL CHARACTER. GERMAN INDUSTRY COMINATES, JAPANESE AND KOREAN COMPETITORS INCREASING PARTICIPATION. THERE ARE NO, RPT NO NATIONAL PAVILIONS AS SHOW ORGANIZED ALONG PRODUCTS AND INDUSTRY LINES.

10. FAIR GALA EVENT ON PAR WITH BERLIN'S GREEN WEEK AGRIFAIR. PROBLEMS INCLUDE LENGTH (10 DAYS) AND CURIOUS COMBINATION CONSUMER ORIENTATION WITH TRADE SHOW. LARGEST GERMAN PRODUCERS (SABA, SIEMENS, GRUNDIG, DUAL, TELEFUNKEN, NORDMENDE, UHER) CONSIDER SHOW A MUST - OTHER EUROPEAN AND JAPANESE PRODUCERS SUCH AS PHILLIPS, EMI, NATIONAL PANASONIC, SANYO AND SONY ARE PRESENT FOR COMPETITIVE REASONS. ONLY ONE AMERICAN PARTICIPANT EXPRESSED INTEREST IN FUTURE U.S. PAVILION AT FUNKAUSSTELLUNG.

11. MISSION BELIEVES FUNKAUSSTELLUNG SUFFICIENTLY INTERESTING TO MERIT FURTHER MARKET STUDY. POTENTIAL OF FUNKAUSSTELLUNG AS VEHICLE FOR PROMOTING CB RADIO EQUIPMENT IN GERMANY, HOWEVER, PROBABLY LIMITED TO CONSUMER IMPACT, WHICH COULD BE SUBSTANTIAL. APART
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 USBERL 02347 091111Z

FROM CONSTRAINTS IN STRUCTURE OF GERMAN MARKET FOR US MADE CB RADIO EQUIPMENT (FRG REGULATIONS, FREQUENCY PROBLEMS AND STANDARDS) ALTERNATIVE GERMAN SHOW MIGHT BE BETTER VEHICLE FROM SALES STANDPOINT.

12. AIRGRAM FOLLOWS.
13. IMC CONCURS. GEORGE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 09-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977USBERL02347
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770327-0204
Format: TEL
From: USBERLIN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770978/aaaacohl.tel
Line Count: 142
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: b7fa0d49-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STUTTGART 10
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1321652
Secure: OPEN
Status: NATIVE
Subject: BUSINESS INFORMATION OFFICE, WEST BERLIN'S RADIO AND TELE- VISION EXHIBITION SHOW, AUG 26-SEPT 4, 1977:
PRELIMINARY ASSESSMENT
TAGS: BEXP, GE, WB
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/b7fa0d49-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009